

Message Text

UNCLASSIFIED

PAGE 01 RIYADH 00309 291346Z
ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 /031 W
-----113558 301328Z /45

R 271240Z APR 78
FM USLO RIYADH
TO AMCONSUL DHAHRAN
INFO SECSTATE WASHDC 447
AMEMBASSY ATHENS
AMEMBASSY JIDDA

UNCLAS RIYADH 309

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, SA, BTIO
SUBJECT: PRIVATE TRADE OPPORTUNITY - IMPORT AND
DISTRIBUTION OF FOODSTUFFS

1. DURING RECENT CONVERSATION OF USLO COML OFFICER SMITH AND SOLAIMAN AL-SALEH, RESPECTED SAUDI BUSINESSMAN IN RIYADH, WE DISCUSSED PROJECTED PLANS OF AL-SALEH AND HIS ASSOCIATES TO OPEN 41,000 SQUARE METER SHOPPING MALL IN DHAHRAN/AL KHOBAR AREA. MANAGEMENT CONTRACT HAS BEEN SIGNED WITH 7/11 ORGANIZATION FOR 1,6 MILLION USD PER YEAR PLUS 2 PERCENT OF PROFITS FOR PREPACKAGED FOOD OUTLET. AREA OF OUTLET WILL BE APPROXIMATELY 2500 SQUARE METERS.

2. SAUDI GROUP PLANS TO CONSTRUCT FIVE SUCH ESTABLISHMENTS IN DIFFERENT AREAS OF SAUDI ARABIA AND WHILE THEY WILL IMPORT FOODSTUFFS FOR THIS CHAIN OF ESTABLISHMENTS, THEY ALSO WISH TO BECOME MAJOR DISTRIBUTORS FOR THE FOODSTUFFS MARKET.

3. MR. AL-SALEH REQUESTED THAT COMLOFF CONTACT
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DR. FAHAD BANYAN, MARKETING AND PROCUREMENT MANAGER, AL-KHOBAR (031) 41381 RPT 41381, FOR FURTHER DETAILS ON PRODUCT LINES AND REQUIREMENTS.

4. REQUEST COMLOFF, DHAHRAN FOLLOW UP TRADE OPPORTUNITY WITH DR. BANYAN.
GNEHM

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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NNN

Message Attributes

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